SPRING '84
SATELLITE ELECTRONICS SHOW
Riviera Hotel
Las Vegas, Nevada
March 20, 21, 22, 1984

STTI PROGRAM GUIDE

BR SATELLITE

Introduces The Ultimate 1 Year Dealer Warranty

The Industry Void Has Finally Been Filled!!

Does your distributor seem to "forget you" once he's sold you his product? What happens if the product he sold you breaks down? If you don't know the answer to these questions — **BR Satellite** can help you! At **BR Satellite** our warranty policy is simple: Immediate replacement of any defective item — shipped the same day you call **VIA UPS Blue Label** at our expense. We ask only, that you return the defective item within 5 working days, **after** you receive the replacement. There is never any charge to you for replacement shipping. At **BR Satellite** there is no "turn around" waiting time, and only a bare minimum of end-user down-time.

This unconditional warranty applies to all the fine TVRO lines that we sell. Namely *MTI, ECI Antennas, NORSAT & California Amp. LNA's, Chaparral, Satellite America, Seavey Engineering, Earth Terminals, SAT-PAK, Sat-Tec, USS Maspro, Newton GBS-2600 Analyzer, Satellite Ground Components, and Coax Seal.*

Speaking of end-users ... **BR Satellite** will not sell to them under any circumstances. We protect **YOU**, as a valued dealer and proudly recommend **YOU**, when end-users call from your area. Check our ads, they say Dealers Only.

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Call today for the location of your nearest dealer.

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Bayside NY 11364
Phone 1-212-479-6900

PIONEER MEMBER OF SPACE

B R SATELLITE

Introduces Something That Isn't For Everyone

The Incomparable ECI 11 ft. Mesh Antenna

Features:

- Assembly time of less than **1 hour**
- ESR-40 X Seavey Feed System Standard
- F/D of .29
- **All** stainless steel hardware
- Hot-Dipped galvanized Polar Mount Head for maximum protection against rust
- Designed to accommodate MTI 2100 or 2800 Antenna Positioner
- 8 interchangeable corrosion-free reflector panels
- Optional galvanized tripod stand
- 42.0 dB gain
- Maximum rejection of terrestrial interference
- Optional **Poline** (Polyurethane) Paint Coat available in Tan, Brown and Green
- Shipping weight of less than 250 lbs.

plus

- **B R Satellite's Ultimate 1 Year Dealer Warranty**

Why isn't the Incredible ECI 11ft. Antenna for everyone? If you demand quality . . . It really is!

Exclusive Master Distributor for ECI Antennas

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Call today for the location of your nearest dealer.

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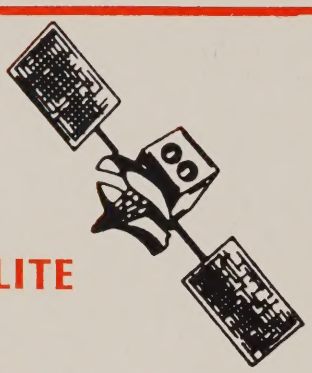
JOIN THE PARADE OF PROGRESS!



STTI ON SATELLITE TV TECHNOLOGY

Published By

Satellite Television Technology International

P.O. Box G, Arcadia, OK 73007
(405) 396-2574

Satellite TVRO, as an industry factor, all began less than 5 years ago when a small number of innovative minds began conceiving the world's need of private terminal satellite for those individuals who received little or no TV at all. For those who had the advantage of TV, it meant even more choice! It has held out the promise of visual world communication — instantaneously!

The progress of U.S. technology has been phenomenal! The first TVRO seminar was held in the summer of 1979. The next trade show appeared in Miami in the winter of '80 and only a handful of eager young men were there to show a small, but enthusiastic, crowd what **satellite TV** was all about. The pictures received weren't all that great, but they were there for all to see! And **they were on the move!**

From that moment, things began to happen! More and more equipment manufacturers began sprouting out all over the country. Better antennas were built with excelled db gain so that even some smaller dishes were receiving pictures of good quality. LNAs were reducing degrees for better amplifications. Improved receivers, now with their own built-in modulators, were listening in on the satellites with a fine-tuned ear, while push-buttons were actuating the dishes for scanning the skies. With the flip of a switch — over 100 transponders from which to make your selection, be it sports, news, religion, education, movies, travel, what-have-you, from all over the world — and all this from the comfort of your own living room!

Three years after the Miami event, **STTI's trade shows** cover the entire country and house anywhere from 300 to 400 booths. Approximately 200 operating antennas are displayed in our outdoor exhibit area. And thousands of people throng to **STTI's** various locations to attend these shows!

There is a lot of highly skilled technology that has gone into making this rapid growth of progress possible — and available. But even as the quality and excellence of **satellite TVRO** have continued to rise, the **prices have come down — down — down!**

Today satellite television is no longer "just a rich man's toy" — **it's affordable** and it's ours to enjoy! It's touchable, it's visible, it's a thrill and an education that you can't afford to miss in a lifetime!

LOOK UP and you will see the great variety of satellite dishes that's on the market today. The above was a part of the scene of STTI's Las Vegas seminar/trade show held in March '83. Satellite TVRO enthusiasts and businessmen came from all over the world to learn and see the latest in satellite television technology!

BR SATELLITE

Introduces The Quiet One

The Incredible NORSAT LNA

Dealers Only
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The incredible NORSAT LNA
NORSAT - The **Quiet** one is here!

NORSAT experience, combined with years of Japanese manufacturing excellence, has produced a low noise amplifier of exceptional quality. **Quiet** quality for better pictures even on today's smaller dishes. **Quiet** confidence from total weatherproofing, full circuit protection, and B R Satellite* — NORSAT's 1 year unconditional replacement warranty.

Your customers need superior LNA performance the unique NORSAT all GAS-FET design delivers. Available in 100° - 90° - 85° — and all with a gain of 50 dB minimum.

* B R Satellite leads the industry by offering immediate replacement of any defective item. Shipped the same day that you call — via UPS BLUE LABEL at B R Satellite there is no turn around waiting time on any line we sell.

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216-11 - Kingsbury Ave.
Bayside NY 11364
Phone 1-212-479-6900

PIONEER MEMBER OF SPACE

STTI Welcomes You Back To Las Vegas

Satellite Television Technology International takes great pleasure in welcoming you to the world's largest satellite private terminal Seminar and Trade Show ever to be held anywhere!

STTI, long recognized as the forerunner in successful and professional satellite TVRO conferences, brings the **Spring '84 Satellite Electronics Show** back to The Riviera after enthusiastic raves from exhibitors, attendees and media alike for its first Las Vegas event at this location in March of 1983. The rapid growth of this young industry is astounding and SES '84/Las Vegas is forecast to again be the trendsetter for 1984.

Las Vegas is the **Spring kick-off for 1984**, but with more yardage to come! This event, the first of four STTI shows planned for the 1984 season, is international in scope (as will be the Nashville show) while two will be regional.

The **Summer SES '84** show is scheduled at the Convention Center in Niagara Falls, New York, on June 12,13, and 14. The **Fall SES '84** Seminar/Trade Show will be back, by popular demand, at The Opryland Hotel in Nashville, Tennessee, on September 3, 4, and 5. For early **Winter '84**, STTI presents the first U.S.—Pan American Show, a TVRO presentation that will attract industry personnel from all over the Southwest plus many from Mexico, Central and South America. This will be held at the Loew's Anatole Hotel in Dallas, Texas, on November 17, 18 and 19.

Meanwhile, take full advantage of this first TVRO show for 1984—the many booths that fill the great Riviera Exhibit Hall as well as our outstanding seminar programs conducted by the experts and professionals of our industry.

The entire staff of STTI and I welcome you and hope your stay is an enjoyable and profitable one. Thank you for attending SES '84.

Rick Schneringer, President of STTI

★ ★ ★ ★

Welcome To The World Of TVRO!

Welcome to Las Vegas, home of the "Satellite Electronics Show" of 1984. This show marks the beginning of the 1984 season for the satellite telecommunications products industry. As you can see, we have changed the name of the show to reflect the maturity and sophistication of the technology and products that make the total system.

As you walk among the numerous display booths you will see equipment that represents a marrying of many disciplines and technologies. As an example you will find receiver technology that stretches from a simple unit that has only two control knobs to a unit that is more computer than receiver. This is the wave of the future, complete system integration. You may even find a satellite receiver built into a T.V. set.

If you have been with us before, you will no doubt notice how far antenna technology has come since the last show you attended. As you wander among the many operating antennas you will see the best that this industry has to offer—antennas from 4 feet to 20 feet. Five years ago a 16' commercial antenna would have cost you $10,000. Thanks to the new technology and sales volumes of our industry, the cost for a 16' commercial antenna is now approximately $3000.

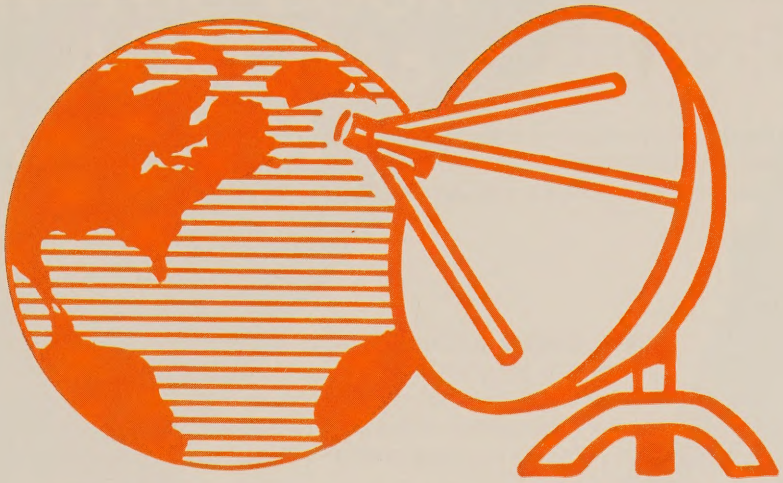
As each new show season begins, we at STTI try to put together an all new seminar program designed to educate the neophyte in the crowd as well as the senior members of the industry. This show is no different. You will find seminars on many different topics in many disciplines. These seminars will be taking place throughout the three days of the show. Be sure to note the educational seminars of interest to you and attend them. These discussions are designed for you —make the most of them. If you have any suggestions on areas of interest not covered, please let me know and we will try to include them at the next gathering of the clan.

If this is your first show, and you are wondering about the staying power of this "new" industry, let me encourage you to join the crowd of successful manufacturers, distributors, dealers, and installers. There were 150,000 systems installed last year. That brings to a total of 400,000 systems currently in use in the U.S. alone. This year the estimates are for between 500,000 and 600,000 systems to be built, sold, and installed. That means that in 1984 40,000 to 50,000 units per month will be going out the collective doors of the folks in this business. There is more than enough room for everyone. We need each and every one of you if we are going to reach those forecasted sales numbers. Don't hesitate—climb aboard now!

This industry is 5 years young this year. From the humble efforts of a few back yard engineers, a $500 million dollar industry has developed. This industry has grown, matured and is in full flower now, ready to meet the growing demand for telecommunications services. There are 15 million media disinfranchised people in the U.S. These people are growing more and more aware of what this technology can mean to them. They are starting to demand this media information. They will all need the systems and technology you see around you today. The question is, will you bring it to them or will they get it someplace else?

See you at the show!!

Mike L. Gustafson, Program Director



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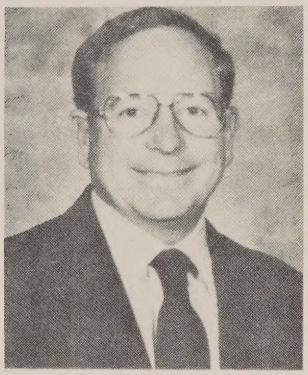
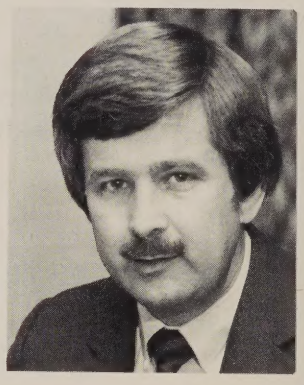
May We Present STTI's Program Producers...

Two outstanding gentlemen who represent a respected and experienced integral part of all our satellite TVRO industry. Beginning with the Tuesday morning seminars, they will be introducing speakers, moderating discussion panels, answering audience questions. You'll see them everywhere in the Convention Complex.



Mike L. Gustafson founded Satellite Receiving Systems in San Jose, CA in 1981 as a natural growth of fifteen years of work in the microwave industry. Prior to that, he studied electrical engineering at the University of Arizona at Tucson. Before starting S.R.S., Mike worked for a number of microwave companies in the satellite communications field. His experience ranges from TVRO development back in 1976 to managing an uplink to Satcom 3 and Westar 4 today.



Dr. Ed Meek, publisher of Satellite TV Opportunities Magazine, is a nationally known marketing and communications specialist. Dr. Meek, based in Oxford, MS, is the author of several books and his seminars on marketing are highly regarded by business and industry.

★ ★ ★ ★ ★ ★ ★ ★ ★

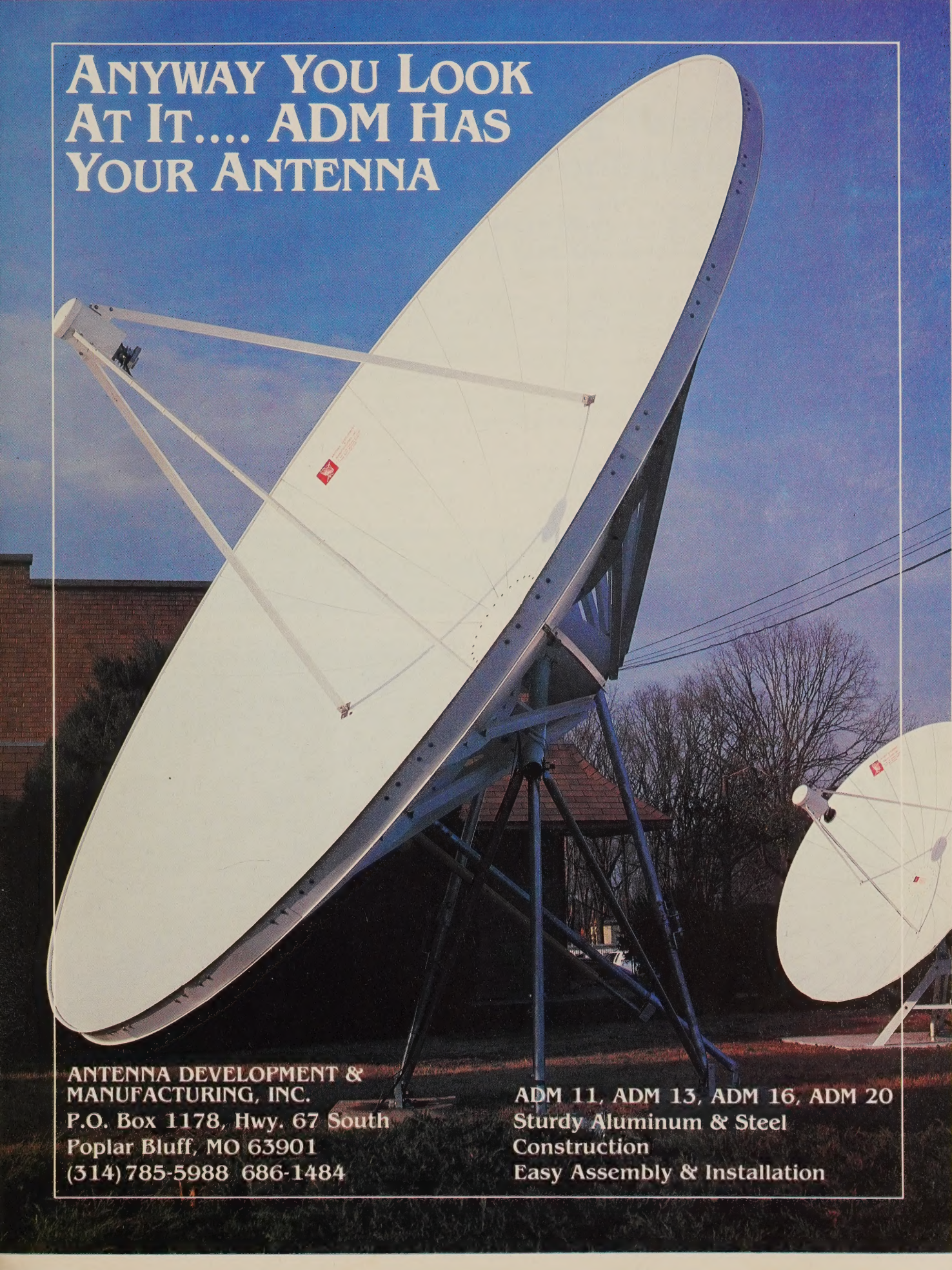
Hughes Communications Executive To Be Keynote Speaker At SES

EDDY W. HARTENSTEIN, Vice President of Hughes Communications Galaxy, Inc., and Hughes Communications Satellite Services, Inc., of Los Angeles, CA, will be the Keynote Speaker of the SES '84/Las Vegas opening day ceremonies on Tuesday, March 20. Speaking on the subject, "Hughes Communications—The Galaxy Story", Mr. Hartenstein will appear in the Versailles Theatre of The Riviera Hotel at 10 a.m. on that date.

Mr. Hartenstein has 14 years of experience in management and engineering, having worked on commercial and military communications satellites as well as interplanetary scientific research satellites. He is currently responsible for the development and marketing of the Hughes' Galaxy System.

Galaxy I, devoted entirely to the distribution of cable television programming, was launched in June, 1983. Its transponder capacity has been completely sold. Mr. Hartenstein's efforts are now focused on **Galaxy II** and **Galaxy III**. These two satellites will serve the business needs of large corporations, long haul carriers and broadcasters. Galaxy II was launched in September, 1983, while Galaxy III is scheduled to be sent into orbit later in 1984.

Mr. Hartenstein was born in Los Angeles, received his Bachelor's Degrees in Aerospace Engineering and Mathematics from California State Polytechnic University and his Master's Degree in Applied Physics from Cal Tech. He currently lives in the Los Angeles area.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Sturdy Aluminum & Steel Construction
Easy Assembly & Installation

Vital Statistics For SES '84/Las Vegas!

REGISTRATION

SES '84/Las Vegas Registration is located in the Foyer of the Riviera Hotel's Convention Center.

Monday, the 19th—1 p.m.-7 p.m.
Tuesday, the 20th—7 a.m.-6 p.m.
Wednesday, the 21st—7 a.m.-6 p.m.
Thursday, the 22nd—8 a.m.-3 p.m.

EXHIBITS

SES '84/Las Vegas interior Exhibits are found in the main Convention Hall and the Foyer. Exterior antenna displays are located in the parking area to the side of the Convention Hall.

Tuesday, the 20th—12 noon-7 p.m.
Wednesday, the 21st—12 noon-7 p.m.
Thursday, the 22nd—9 a.m.-3 p.m.

SEMINARS

Please check times and locations of all SES '84/Las Vegas Seminars listed by day in this Program. They will be conducted in The Versailles Theatre (at the rear of the Casino floor) and Executive Rooms A and B (located across the corridor from the Exhibit Hall).

CERTIFICATES

Included in your Registration Packet is an application for a training certificate for hours attended at the Seminars. Please complete the form and either leave it at the STTI Registration Desk upon departure or mail it to STTI, P.O. Box G, Arcadia, OK 73007. Your certificate will be mailed to you from Oklahoma.

INFORMATION

Have questions? Ask any of STTI's girls in the red coats at the Registration desk or check with our STTI desk located in the Foyer of the Convention Center.

MESSAGES AND BULLETINS

Please check from time to time the Bulletin Board located near the Registration Desk in the Foyer of the Convention Center for Messages or late Bulletins that can't be announced over our PA system.

BADGES

Strict security must be enforced at all times to protect valuable equipment. Therefore, badges will be checked before entering Exhibit and Seminar areas. **Please wear your badges.**

FIRST AID/MEDICAL

In the event of an emergency, dial "**Operator**" on The Riviera Hotel's house phone. Humana Hospital Sunrise is also providing SES '84 with a free first aid station attended by a registered nurse trained in emergency department techniques.

TELEPHONES

The nearest telephones are located in the cove next to the Registration Desk in the Foyer of the Convention Center.

LIMOUSINE SERVICE

Check with The Riviera's Bell Captain.

TAXIS

Taxicabs are plentiful. Basic fare is $1.40 plus $1.20 per mile. An additional 20¢ per person is charged for the fourth and fifth riders.

ABC	736-8444
ACE	736-8383
Checker	739-9111
Desert	384-1672
Nellis	384-1672
Star	382-5893
Whittlesea	384-6111
Yellow	382-4444

BUSES

LV Transit System buses run from the last hotel on the Strip, the Hacienda, to downtown Las Vegas every 15 minutes from 7 a.m. until midnight. Then it's every half hour after that until 3 a.m. when it's every hour until 7 a.m. Fare is 90¢ one way. Their number is 384-3540.

AIRLINES

American	385-3781
America West	1-800-247-5692
Continental	382-1800
Delta	385-3000
Eastern	385-1160
Frontier	385-0811
Golden Pacific	736-4706
Havasu	739-5633
Northeastern	1-800-327-3788
Northwest Orient	382-4977
Ozark	385-3545
Pacific Express	1-800-538-8747
Pan AM	384-2997
PSA	382-1905
Republic	385-2400
Skywest	736-7376
Southwest	382-1221
Sunworld	736-4111
TWA	382-1000
United	385-3222
Western	731-3111

TOURS

Tours include Las Vegas sightseeing, shopping, museums, Old Vegas, Ethel M. Chocolate Factory, Hoover Dam, Lake Mead, Grand Canyon, Death Valley, and more! Check with your Bell Captain or call Gray Line Tours at 384-1234.

RESTAURANTS

Delmonico,
Riviera, excellent steak house, open 6 p.m.—midnight
Ristorante,
Riviera, Italian cuisine, open 6 p.m.—midnight
Cafe Noir,
Riviera, varied menu, open 24 hours
Snack Carts
will be available during exhibit hours in the Convention Hall and antenna display area.

The above are in-house selections, but Las Vegas has created hundreds of restaurants that range from opulent gourmet rooms to bargain buffets, all tantalizing the palate with every imaginable cuisine!

SHOPPING

The beautiful Fashion Center Mall located on "The Strip", is a shopping dream that includes Neiman's, Saks Fifth Avenue, Goldwater's, Bullock's—just to name a few!

SPORTS

LV has excellent facilities for golf, tennis, racquetball, bowling, horseback riding, swimming, fishing, water-skiing, snow-skiing (in season), etc. Some of the major boxing and golf tournaments are also held here!

LEISURE TIME

Las Vegas, the show city of the nation, attracts visitors from all over the globe to play, relax and have a good time. Its casino, glittering lights and star-studded extravaganzas are world-renowned and fill your nights and days with wonder! **Whatever your pleasure,** you're bound to find it in Las Vegas!

The Marketing Techniques Magazine For Satellite TV

- **How To Make Money In Satellite TV**
- **Where To Find The Best Deals**

If you are in the Satellite TV business, or if you are interested in the TVRO industry, you need **Satellite TV Opportunities Magazine.** Published 12 times a year, **Satellite TV Opportunities Magazine** is your source for the Satellite TV Industry.

1 Year $25 (U.S.) $35 (Canadian)
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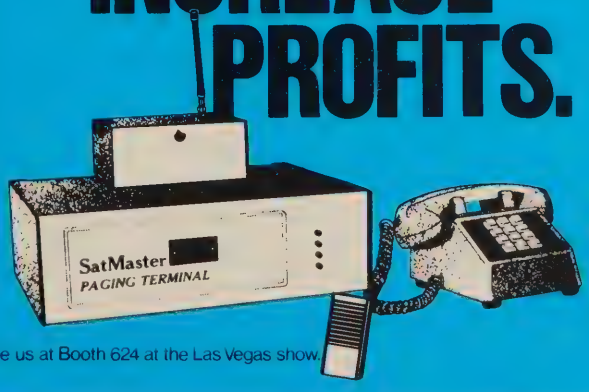

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The SatMaster Paging Terminal is the perfect addition to the TVRO product line. Self-contained unit will operate 870 voice pagers! Plug it into any telephone line, and pages can be accomplished from any touch-tone telephone.

Perfect for medium range use: Hospitals, Colleges, Public Schools, Motel/Hotels, Community Colleges, Industrial Plants, Shopping Centers, Doctors, Lawyers, Professionals, Oil Rigs, Office Buildings, Golf Courses, Small Towns.

Pagers often rent for $50 a month and are used by thousands of professionals nation-wide. This unit will pay for itself in a year or less!

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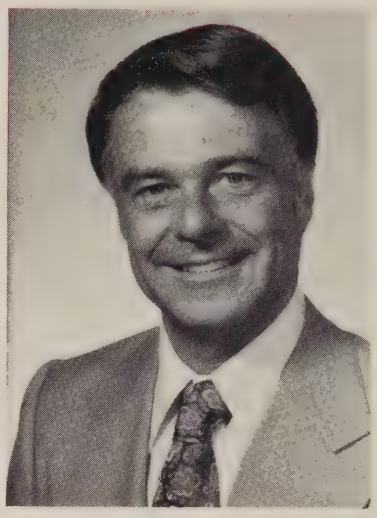
LAS VEGAS MAYOR TO WELCOME SES SHOW



The highly respected and extremely popular Mayor of Las Vegas, Nevada, the Honorable William H. Briare, will welcome the Satellite Electronics Show to his famed city on Tuesday, March 20, 1984.

Mayor Briare, a native of California, received his college degree from the University of San Francisco. For the past 30 years, he has lived in Nevada where he was elected to the Nevada State Legislature in 1959, serving one session. He was elected a commissioner of Clark County in 1961, and was re-elected in 1965.

Elected Mayor of the City of Las Vegas in June, 1975, he is now nearing the end of the first year in his third four-year term.

Mayor Briare will address those assembled for the SES opening program in the Versailles Theatre of The Riviera Hotel at 9:15 a.m., March 20, 1984.

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High Quality Aluminum Mesh Antenna
Stainless Steel Hardware • Low Install Time
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10½′ Diameter • Designed for 2° Spacing
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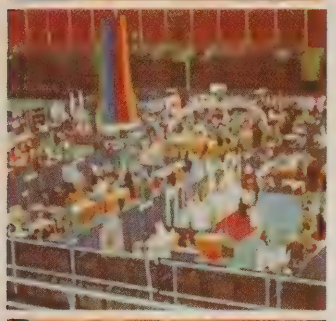


THE LARGEST CANADIAN / AMERICAN TVRO SHOW EVER HELD

THE SATELLITE ELECTRONICS SHOW SUMMER '84!

NIAGARA FALLS, NEW YORK JUNE 12,-13-14, 1984

STTI proudly invites you to Niagara Falls for the SES '84 summer edition of our TVRO industry's seminar /trade show.

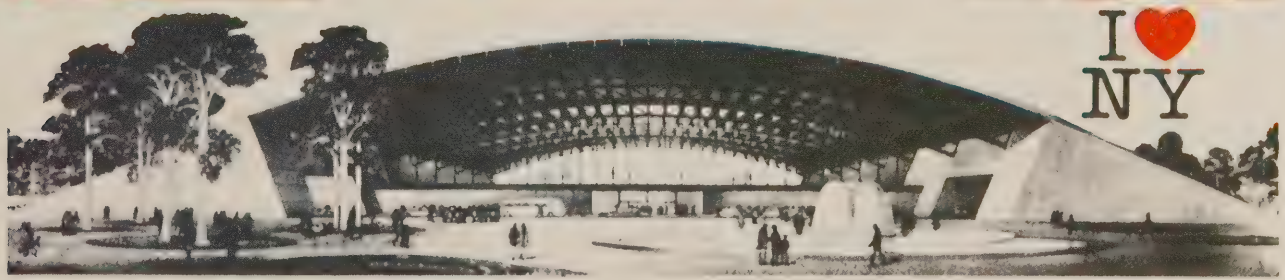
The spacious Niagara Falls International Convention Center, only 1800 feet from the brink of the Falls, will be the scene for **over 350 booths and 150-plus operating antennas. And** join in STTI's intensive **seminar training program** designed for novice and professional.

Plan to combine business with vacation and bring the entire family to this spectacular and exciting resort city, one of the world's natural wonders, lying on the U.S./Canadian border!

Attandance fee for the entire Satellite Electronics Show is **only $25.** Special fee for spouse is **$5.** Children under 18 admitted **free.**

Call or write for convention details. **STTI**, Box G, Arcadia, OK, 73007. 1-800-654-9276 (in Oklahoma or outside U.S.A., call 405-396-2574).

NIAGARA FALLS USA



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The true test of a product is its ability to provide lasting satisfaction.

Smooth easy operation and uncompromising video quality have led the EARTH TERMINALS receiver to be called the "Mercedes" of home satellite receivers. Even the most discriminating videophiles find it an impressive performer. Here's why.

Unmatched Video Reproduction
Accurate high resolution video ensures lasting value. Specifications alone can't show the vivid differences in video quality. Compare picture quality before you buy.

Automatic Fine Tuning
High performance AFC provides drift-free channel selection automatically. No "fine tuning" required.

Full Remote Control
25 foot remote control allows easy channel selection and volume level adjustment. (Channel selection automatically selects correct feed polarization.)

Convenient Sound Selection
Eliminates the need to manually select the audio in most cases. System uses fixed (6.8 MHz) and variable (5.5 to 8.5 MHz) audio modules and automatically selects audio subcarriers.

Full Function Metering
Continuous monitoring of Signal Strength (dB) and Center Tuning (MHz). Allows accurate check of system performance (CNR) without additional equipment..

Versatile
Dual conversion circuitry and a remotable downconverter permit multiple receiver systems with a single antenna. (Less sophisticated single conversion receivers require costly interference isolaters.)

For more details about our products give us a call or write.

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In an industry as dynamic as ours we've already made our mark. We're the largest manufacturer of satellite television antenna feeds in the world. But this growth has been predictable.

We make a superior line of products. And we sell them at a reasonable price. Products like the Dual Feed II. The Super Feed. And the Polarotor. It's true.

We take technological advances in our stride. But that should come as no surprise. Since we're the company that makes them. For the name and address of your nearest Chaparral Distributor, call us at 1-408-262-2536.

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Monday
March
19th

* **SET-UP**
* **REGISTRATION**
* **GET SET!**

MONDAY IS SET-UP DAY for the Exhibitors and "on the mark, get set" day for you! It's a leisurely day to get registered in your room, grab a bite to eat, put on your old comfortable "scuffies" and watch the Exhibitors at work. It's an excellent time for studying dish assembly, the running of cable and all the final touches that go into making the show the one you came to see. Moreover, it's a great opportunity to get acquainted and broach a few questions you've been saving for just such an occasion before your busy schedule begins!

SATELLITE TELEVISION TECHNOLOGY INTERNATIONAL, your show host, encourages you to complete registration today. The STTI Registration Desk, located in the Foyer of The Riviera Convention Center, will be open from 1 p.m. to 7 p.m. on this day. After you have your registration packet in hand, it might be good to familiarize yourself with all locations of the Exhibit and Lecture areas so that you can move with confidence and speed come Tuesday morning.

PLEASE NOTE: Because the Exhibitors are working at a fast and hectic pace getting ready to greet you on Tuesday, strict security is in force and the Convention Hall will be closed to all but Exhibitor personnel. But starting at 12 noon Tuesday, the entire exhibit area is all yours!

NOW, GET SET, for the next three days you'll be totally involved in the amazing world of satellite television—its basics—its technalities—its business opportunities. These are a fast-paced three days—Take full advantage of them! And enjoy the dream that men and women, such as yourself, has made into reality!

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For more information, contact: Gould Inc., Dexcel Division, 2580 Junction Avenue, San Jose, California 95134. Telephone 408/943-9055.

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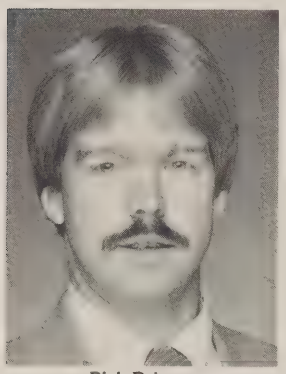
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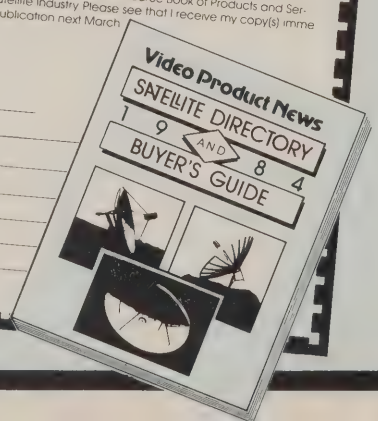

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2. **Supplier Directory** – Hundreds of specific manufacturers and distributors of satellite products, fully identified with addresses, key individuals to contact and phone numbers.
3. **Satellite Company Profiles** – Expanded listings for many key manufacturers with extensive product descriptions.
4. **Industry Member Cross Reference** – Know someone's name but can't remember which company he works for? This section will find him for you.
5. **Buyers Guide Product Chart** – A graphic display featuring thousands of satellite products along with identification of the sources that supply them.
6. **Distributors** – A geographic breakdown of all satellite distributors with addresses and phone numbers.
7. **Associations** – All the satellite trade associations are listed in this section.
8. **Programming Services** – A special section detailing what satellite programming is available and where to obtain it.
9. **Toll Free Phone Numbers** – A useful money saver, this section lists "at-a-glance" all the 800 watts lines for many satellite manufacturers.
10. **Publications** All the satellite industry trade publications are listed so that you can contact them for more information.

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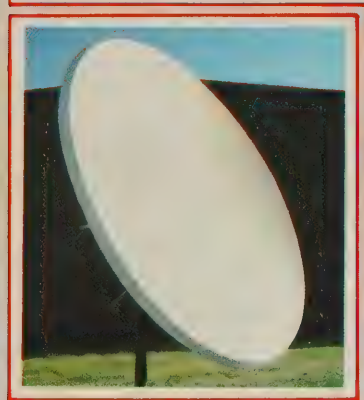

THE CENTURION 2001 ANTENNA: $469

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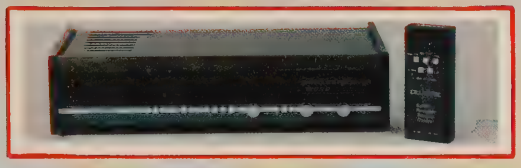

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Tuesday, March 20th

7 AM/ **REGISTRATION DESK OPENS.** (Foyer of Convention Center).

9 AM/ **"SES '84/LAS VEGAS TODAY".** Rick Schneringer, President, Satellite Television Technology Internation (STTI). (Versailles Theatre).

9:15 AM/ **"WELCOME TO LAS VEGAS".** The Honorable William H. Briare, Mayor of Las Vegas. (Versailles Theatre).

9:30 AM/ **"STATE OF THE TVRO INDUSTRY".** Mike L. Gustafson, San Jose, CA. (Versailles Theatre).

10 AM/ **"HUGHES COMMUNICATIONS—THE GALAXY STORY".** Eddy W. Hartenstein, Vice President, Hughes Communications Galaxy, Inc. (Versailles Theatre).

11 AM/ **"UNDERWRITER LABS—THEIR CONCERNS WITH TVRO EQUIPMENT".** Clifford S. Jones, Engineering Group Leader, Electrical Dept., Underwriters Laboratories Inc. (Versailles Theatre).

12 PM/ **EXHIBIT HALL OPENS.**

1 PM/ **"FINANCING—THE KEY TO GREATER SALES".** William H. Young, President, and Larry James, Sr., Vice President, Satellite Financial Planning Corp. (Versailles Theatre).

2 PM/ **"TVRO INDUSTRY PANEL".** Moderator: Mike L. Gustafson. A representative of each industry discipline will be on hand to answer any questions you may have. This is your chance to have a "shot" at all the "experts". Panel: Receivers, Al Tamura, Wilson Micrwave Systems; LNA's, Richard McKelvey, Hytek Amplifiers Inc.; Antennas, Doug Dehnert, United Satellite Systems; Feed Horns, Robert Luly, Luly Communications; Antenna Positioners, Peter Kent, Kent Research; Satellite Program Guides, John Stover, On Sat. (Versailles Theatre).

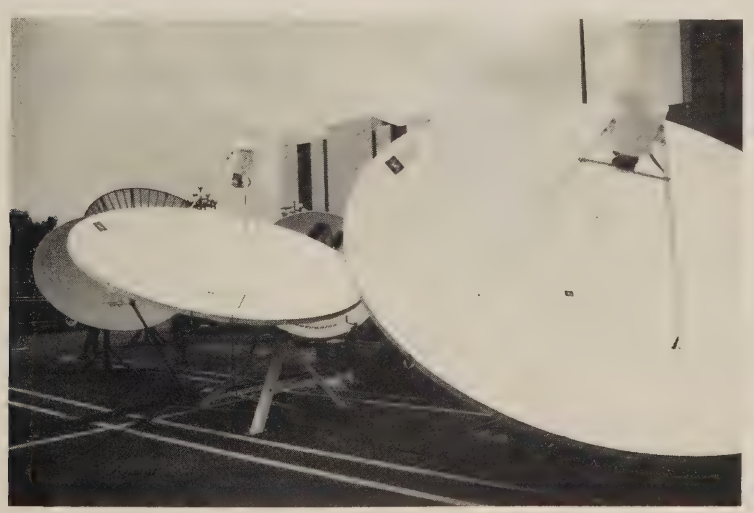
3 PM/ **"THE EUROPEAN TVRO MARKET OPPORTUNITY".** Folke Hellbom of Sweden, Communications Engineer, President of Telekonsult Inc. Satellite Center and Technical Manager of Uppsala University Data Center, Uppsala, Sweden. (Versailles Theatre).

3 PM/ **"HOW TO MAKE MONEY IN SATELLITE T.V.: INCREASING SALES AND PROFITS!".** Dr. Ed Meek, Publisher, Satellite TV Opportunities Magazine. (Executive Room A).

3:30 PM/ **"DEVELOPING YOUR SALES AND MARKETING PROGRAM".** Jim Gray, Co-Author, "How to Make Money in Satellite TV". (Executive Room A).

7 PM/ **EXHIBIT HALL CLOSES.**

NOTE: **OUTDOOR ANTENNA EXHIBIT OPEN AT ALL TIMES** in parking area beside Convention Center.



Wednesday March 21st

7 AM/ **REGISTRATION DESK OPENS.** (Foyer of Convention Center).

9 AM/ **"COST EFFECTIVE ADVERTISING THAT SELLS".** Rick Briggs, Mar-Tec Marketing; Peter Aucoin, Spectrum Consulting Services. (Executive Room A).

9 AM/ **"SATELLITE T.V. AND THE GLOBAL VILLAGE—INTERNATIONAL SATELLITE RECEPTION TECHNIQUES".** Mark Long, U.S. Bureau Chief for Satellite Orbit International and Co-Author of "The World of Satellite T.V.". (Executive Room B).

10 AM/ **"HOW TO RUN A SMALL BUSINESS AND PROFIT".** Larry Ward, President, National Microtech. (Executive Room A).

10 AM/ **"TERRESTRIAL INTERFERENCE SYMPTOMS AND CURES FOR COMMERCIAL SYSTEMS".** Bill Johnson, Chief Engineer, Microwave Filter Company. (Executive Room B).

11 AM/ **"THE SUCCESSFUL AND PROFITABLE DEALER".** Roundtable Panel. Moderator: Dr. Ed Meek, Publisher, Satellite TV Opportunities Magazine. Panel: Jim Gray, Co-Author, "How To Make Money in Satellite T.V."; William H. Young, President, Satellite Financial Planning Corp.; Larry James, Sr., Vice President, Satellite Financial Planning Corp.; Rick Briggs, Mar-Tec Marketing; Peter Aucoin, Spectrum Consulting Services; Larry Ward, President, National Microtech. (Executive Room A).

11 AM/ **"ANTENNA TECHNOLOGY—FROM BASICS TO 2 DEGREE SATELLITE SPACING".** Mike L. Gustafson, Satellite Receiving Systems. (Executive Room B).

12 PM/ **EXHIBIT HALL OPENS.**

1 PM/ **"AN INDUSTRY FIRST: SATELLITE TV FOR AS LITTLE AS 80¢ A DAY!".** Dave Mullenax, International Video Communications; Larry James, Satellite Financial Planning. (Executive Room A).

1 PM/ **"FROM TVRO FACTORY TO CONSUMER—LET'S MOVE PRODUCT!".** Charlie Ergen, President; Brent Gale, Sr., Technical Advisor, Echosphere Corporation. (Executive Room B).

2 PM/ **"OPERATIONAL CONSIDERATIONS AND DESCRIPTIONS OF LNA, LNB, LNC TECHNOLOGY".** Jacob Inbar, California Amplifier, Inc. (Executive Room A).

2 PM/ **"SMATV—INSTALLATION AND DESIGN".** Bill Heavener, Patmar Technologies, Inc. (Executive Room B).

2:45 PM/ **REIFORCED PLASTICS—RECENT DEVELOPMENTS".** Jim Blasczyk, Owen Corning Fiberglass. (Executive Room B).

3 PM/ **"SMATV—HOW TO ENTER THE MARKET".** Doug Skinner, Vice President of Sales, National Microtech, and Vice President, International Microcable. (Executive Room A).

3:15 PM/ **"TVRO INSTALLATION—QUIT DOING THEM FOR FREE".** Mark Widner, Satellite Systems Consultant. (Executvie Room B).

3:30 PM/ **"RECEIVER TECHNOLOGY TODAY".** John Ramsey, President, Ramsey Electronics. (Executive Room A).

3:45 PM/ **"HOW TO REDUCE SERVICE CALLS AT LEAST 30%!".** Bill Sheets, Eastern Satellite Communications. (Executive Room B).

4:30 PM/ **"LINEAR ACTUATORS—THEIR DESIGN AND OPERATION".** Lincoln J. Dreher, Actuator Engineering Manager, Motion Control Systems Division, Warner Electric Brake & Clutch Co. (Executive Room A).

4:30 PM/ **"NEW MARKETING CONCEPT".** Jason Thompson, Country Cable. (Executive Room B).

7 PM/ **EXHIBIT HALL CLOSES.**

NOTE: **OUTDOOR ANTENNA EXHIBIT OPEN AT ALL TIMES,** located in parking area beside Convention Center.

Thursday, March 22nd

8 AM/ **REGISTRATION DESK OPENS.** (Foyer of Convention Center).

9 AM/ **EXHIBIT HALL OPENS.**

9 AM/ **"HOW TO FINE TUNE YOUR SATELLITE SYSTEM".** Guy Cayton, President, International Cable. (Executive Room A).

9:30 AM/ **"SELECTING THE PROPER ANTENNA POSITION CONTROLLER".** Peter Kent, President, Kent Research. (Executive Room A).

10:30 AM/ **"BECOMING A SUCCESSFUL SMALL DEALER OR DISTRIBUTOR".** Jerry Flatt, President, Nevada Satellite. (Executive Room A).

11:30 AM/ **"SUCCESS UNLIMITED—BRIDGING THE GAP!".** Pat Porter, Star Com Satellite Systems. (Executive Room A).

12 PM/ **"SES '84/LAS VEGAS WRAP-UP".** Mike L. Gustafson, Dr. Ed Meek, Rick Schneringer. (Executive Room A).

3 PM/ **EXHIBIT HALL CLOSES.**

THANK YOU FOR COMING! SEE YOU IN NIAGARA FALLS!

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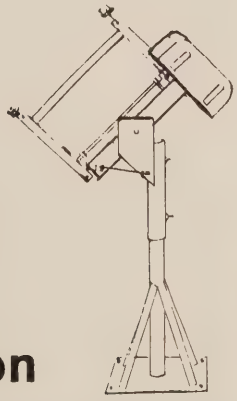

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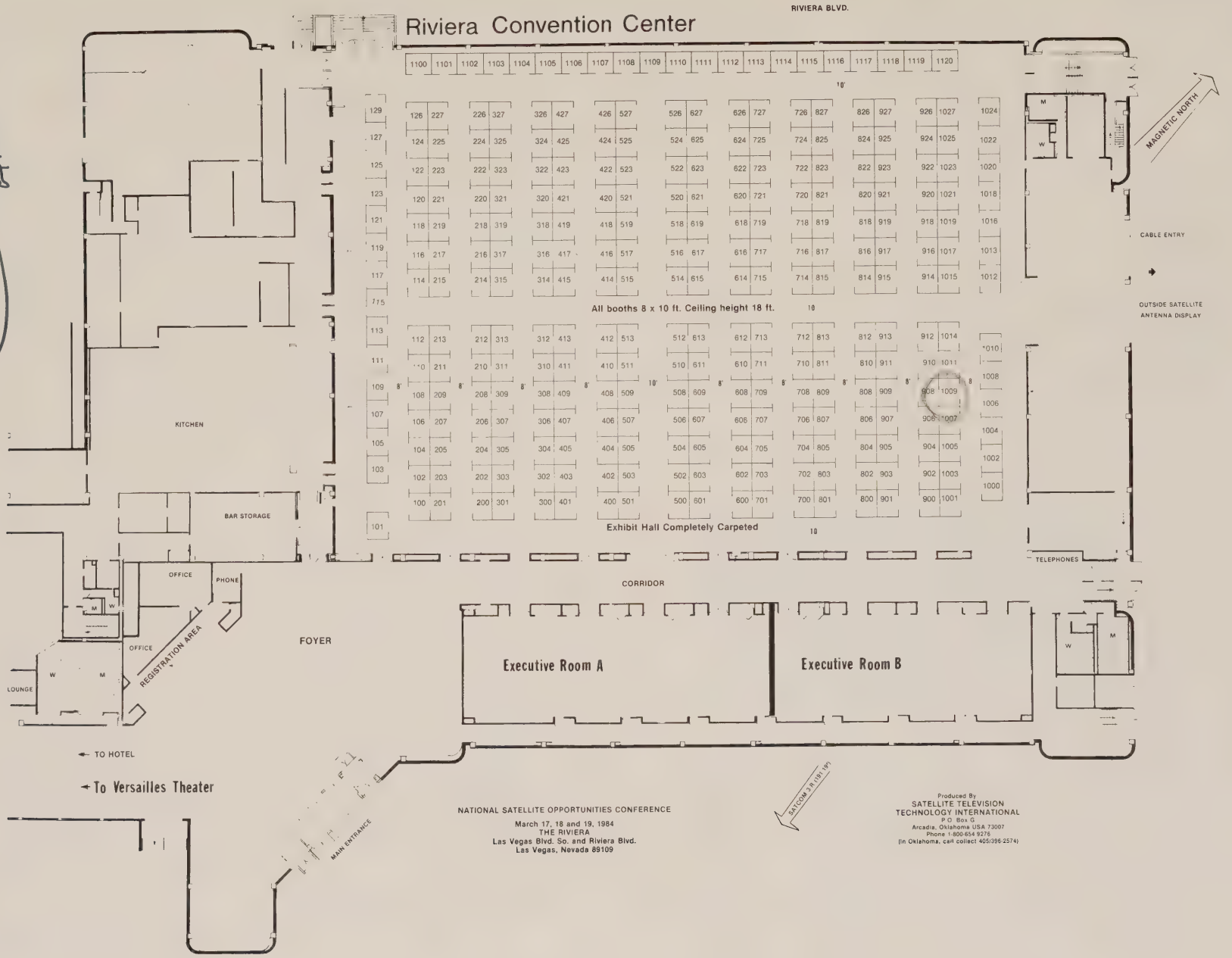
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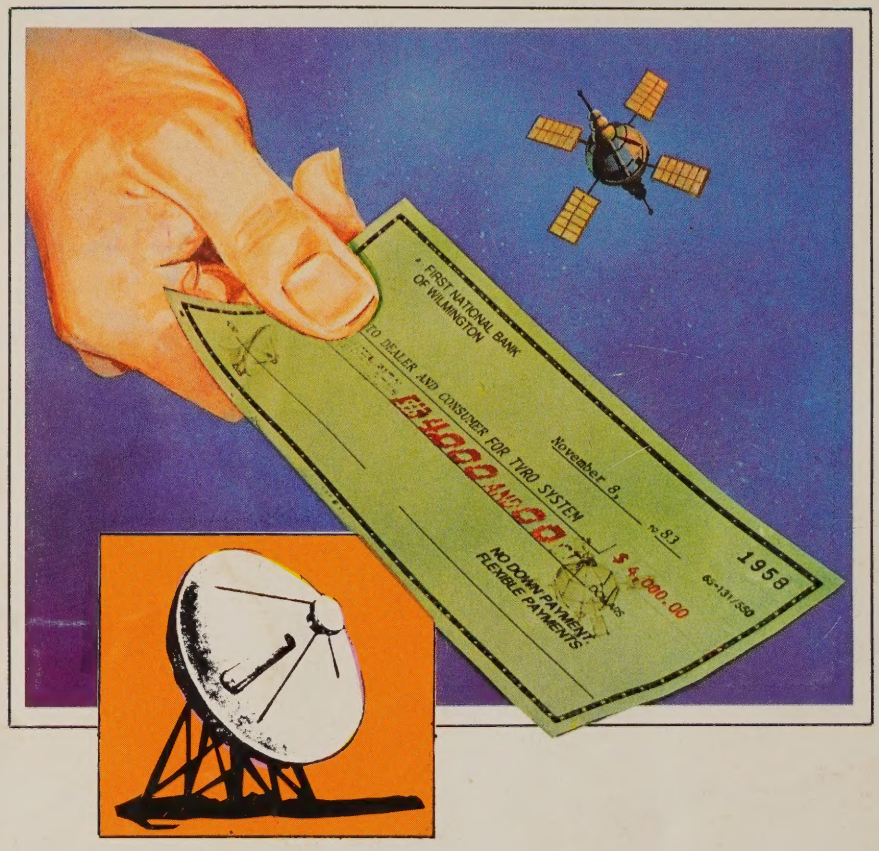

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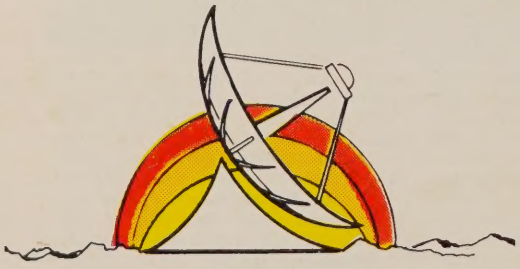

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